

Not a Man

who entered our stores yesterday left them without making a purchase. They couldn't help it.

The phenomenal bargains with which our tables were heaped captured hundreds of curious people who had followed "the crowd" through our stores simply to "see what was going on."

Persuasion was unnecessary. The goods talked for themselves. It didn't need an "expert" to tell that a \$50 CARR'S Melton or Silk lined French Montague Overcoat was "dirt cheap" at \$25.00.

Or that a rich velvety Schnabel Chinchilla, which most dealers ask \$40.00 for, was a good investment at \$20.00.

Those imported Kersey and Irish Frieze, double breasted, English Box Overcoats, marked down from \$35.00 to \$18.00, went as fast as Government bonds would sell at half price.

While the TEN TABLES heaped high with fashionable and well-made Overcoats and Usters which had been reduced to \$15.00 and \$10.00 from \$30, \$28 and \$25 were constantly surrounded by eager crowds.

Dozens and dozens of fashionable "Men About Town" fitted themselves out with tasteful Business Suits at \$12.00, \$15.00 and \$18.00, and they got from \$25.00 to \$40.00 worth every time.

THE FACT IS, THIS JANUARY CLEARANCE SALE of ours is a legitimate and bona fide business transaction. The reduction in price as advertised by us has been actually and honestly made, and we are fulfilling our advertisement to the letter in every particular. It doesn't require any special knowledge of clothes for any one to see how really wonderful are the values we now offer.

The sale commenced Tuesday morning, and it won't take many days like yesterday to "clear us out." An early call will pay you. Come now.

MOTHERS who are in the habit of shopping uptown will be filled with wonder at our LOW PRICES on Boys' and Children's Suits and Overcoats. The finest qualities for \$2.00, \$3.50 and \$5.00; reduced from \$8.00, \$10.00, \$12.00 and \$15.00.

A. H. King & Co.,
Leading American Clothiers,
627 and 629 Broadway.

HOW TO GOVERN A HORSE.

Three Fundamental Principles Laid Down by an Expert.

An old and experienced horse handler presents to us this theory of the leading characteristics governing the horse in the following three fundamental principles, says the Pittsburgh Leader:

First—That the horse is so constituted by nature that he will not offer resistance to any demand made of him which he fully comprehends, if made in a way consistent with the laws of his nature.

Second—That he has no consciousness of his strength beyond his experience, and can be handled according to our will without force.

Third—That we can in compliance with the laws of his nature, by which he attains anything new to him, take any object, however frightful, around, over or on him, that does not inflict pain, without causing him fear.

The horse is deficient in reasoning powers; he has no knowledge of right and wrong, of free will and independent government. He does not understand the impositions practiced upon him, however unreasonable they may be. Consequently he cannot come to any decision what he should or should not do, because he has not the reasoning faculties of man to argue the justice of the thing demanded of him. If he had, taking into consideration his superior strength, he would be useless to man as a servant.

Give him mind in proportion to his strength, and he will demand of man freedom, liberty and the earth for his inheritance, where he could roam at leisure, independent of service. He has been devoted so that he can be operated upon by the knowledge of man according to the dictates of his will, and he might well be termed an unconscious, submissive servant. This faith we can see verified in every-day experience by the abuse practiced upon

Bloomingdale's CLOAKS. YARNS

The great Cloak Sale is in active progress. A leading maker's entire stock, comprising several thousand garments, all of best material and manufacture, to be closed out at these prices:

JACKETS.

One lot of Ladies' JACKETS, of Beaver, Chevots and Diagonal, double-breasted and high shoulders, formerly \$7.00, \$8.00 and \$9.00, at

\$3.49.

LADIES' JACKETS of the best diagonal, double-breasted, rolling collar and cuffs of astrachan, formerly \$13.00, at

\$6.49.

A great variety of Ladies' Vest Front JACKETS in diagonal and chevots, latest styles, formerly \$12.00, \$14.00 and \$15.00, at

\$6.95.

LADIES' JACKETS of the best wide-wale chevots, shawl collar of astrachan, formerly \$15.00, \$18.00 and \$25.00, at

\$9.95.

NEWMARKETS.

LADIES' NEWMARKETS, an odd line, cost from \$5 to \$7 per garment to manufacture; choice at

\$3.95.

Very handsome NEWMARKETS of English Plaids, double-breasted, with rolling collar, cost to make \$15.00, at

\$6.75.

Elegant CHEVIOT NEWMARKETS with deep capes, in very stylish plaids, cost to make \$21.00, at

\$9.75.

Fine CHEVIOT and BEAVER NEWMARKETS, rolling collar, edge and cuffs trimmed with genuine French seal, cost to make \$23.00, at

\$12.95.

CORSETS.

We will sell, Thursday, January 8th, our regular \$1.95 imported Corsets, in white and drab, all sizes, at

\$1.19.

Also our regular \$2.25 black, imported Corsets, at

\$1.49.

Bloomingdale Bros., Third Ave., Cor. 59th St.

300 Dozen Men's Silk and Satin Scarfs in Puffs, Knots and Four-in-Hands, at

29c., 39c., 49c.

Reduced from \$1.00 and \$1.25.

H. O'NEILL & CO., 6th Ave., 20th and 21st Sts.

10,000 Patterns

Cotton Dress Goods,

6 1/4c. yard. Worth 8c.

12 Yards for 75c.

5,000 Dozen

Muslin Underwear

for Ladies' and Children's wear.

A great variety. Prices very low.

Lord & Taylor

Grand Street Store. N. Y.

During the remainder of this week we will allow a uniform cash discount of Ten per cent. on all goods bought in our

FURNITURE

Department. Our stock is unexcelled; styles original and exclusive; assortments complete.

If we didn't know it ourselves, the statements of customers would convince us that our regular prices are very much lower than those that prevail elsewhere. The 10 per cent. off is an extra and special inducement.

Bloomingdale Bros., THIRD AVE., COR. 59TH ST.

LOST, FOUND AND REWARDS.

LOST—On Jan. 6, 10 P. M. train from New York, Commutation between New York and West 44th, Central R. R. of N. J. Finder will please return to F. G. Lohr, 75 West 44th.

FOR SALE.

REARER ATTENTION—For sale, cabinet bed, three and three chairs, maple and iron, little used. Cheap to quick buyer. G. J. Mead, 1124 2nd Ave.

MISCELLANEOUS.

MALARIA permanently cured. Great South America Remedy. Don't suffer any longer. Dr. J. H. Smith, 1124 2nd Ave.

B. Altman & Co.

Will offer

To-morrow, Thursday, Jan. 8,

as

Positive

Inducements

Ladies' Fine DRESSES

at

\$29.00 and

\$38.00

former prices ranging from

\$48.00 to \$68.00.

All with silk foundation

Skirts and unmade Waists,

fitted and finished without

extra charge.

Also

A large number of Ready-

Made Dresses in Black and

Colored Cashmere, Cloth

Serge, Cheviot, Camel's

Hair, &c., &c., at

\$11., 14., 17.,

fitted without charge.

18th St., 19th St. & 6th Ave.

(18th Street Station Elevated Road.)

Bloomingdale's

3rd Ave. Corner 59th St.

10%

During the remainder of this

week we will allow a uniform

cash discount of Ten per cent.

on all goods bought in our

FURNITURE

Department. Our stock is un-

excelled; styles original and ex-

clusive; assortments complete.

If we didn't know it ourselves,

the statements of customers

would convince us that our reg-

ular prices are very much lower

than those that prevail else-

where. The 10 per cent. off is

an extra and special inducement.

Bloomingdale Bros.,

THIRD AVE., COR. 59TH ST.

LOST, FOUND AND REWARDS.

O'NEILL'S

6TH AVE., 20TH TO 21ST ST.

HOSIERY

AND

MERINO UNDERWEAR.

Having purchased the balance of stock of

a prominent German Manufacturer and Im-

porter of Hosiery and Merino Underwear we

shall place the same on sale

TO-MORROW, THURSDAY.

Among this line of goods will be found some of

the Greatest Bargains ever offered. The following is

a partial list of the goods and prices:

250 dozen Ladies' extra

fine and heavy unbleached

Balbriggan Hose, special

large sizes.

23c. pair.

Usual price, 50c. pair.

300 dozen Ladies' fast

black, solid colored and

fancy assorted Hose, extra

fine and heavy,

29c. pair.

Regular price, 62c. pair.

150 dozen Ladies' Lisle-

Thread Hose, in plain, fancy,

opera and assorted shades,

34c. pair.

Regular price, 75c. to \$1.75

pair.

100 dozen Boys' Misses'

and Children's Fast Black

and Colored Hose, extra fine

and heavy, suitable for all

wear, every size,

22c. pair.

Balance of Children's (In-

fants) Hose, some silk, some

Lisle and some cashmere,

18c. pair.

Balance of Children's

Scarlet Medicated and Natu-

ral Wool Underwear,

15c. and 20c.

H. O'NEILL & CO., 6th Ave., 20th and 21st Sts.

H. O'NEILL & CO., 6th Ave., 20th and 21st Sts.

H-EAR-N

55, 54, 56 AND 58 WEST FOURTEENTH STREET.

LADIES' CLOAKS.

Onward, ever onward; pause not! While yet

the walks rings with echoes of recent purchases,

again we bid and announce

THE GREATEST PURCHASE OF ALL.

NAMELY:

THE ENTIRE STOCK OF

MEYER JONASSON & CO.

Truth is often doubted when deception passes

current. When we announce another sale, the

only ground for doubt is the wonderful rapidity

with which we have absorbed

THREE GREAT STOCKS.

In now announcing the greatest purchase of all

we but state the literal truth. To the best of our

knowledge and belief, the three greatest wholesale

clothing houses in America are S. Rothschild & Broth-

ers, Oppenheim, Collins & Co., and Meyer Jona-

son & Co., whose annual sales aggregate nearly six

millions of dollars. The first two stocks, in addition

to that of G. J. Burnett & Co., were bought

last month, and are now offered, together with the

"Meyer Jonasson stock" at half, third and quarter

prices. Again we state the literal truth when we

assert that no such values in new and fashionable

garments were ever seen. This great offering

comprises thousands and thousands of the best

styles in

FLUSH.

Matelasse, Velvet and Cloth

NEWMARKETS.

JACKETS AND WRAPS.

Such variety you have never seen, such quantities

never, and, as for prices, they are wonderful be-

hind compare. To give a list would take ten

columns of this paper. We submit a few descrip-

tions with appended prices; let them indicate the

far greater stock that we will show you when you

come.

Finch Garments.

JACKETS—Light or loose

Astrakhan revers 11.00; value 20.00

Model collar 14.75; value 20.00

Astrakhan trim 14.75; value 20.00

Wool trim 14.75; value 20.00